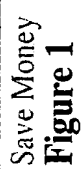


Year	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	



# Guiding Principles for Implementation

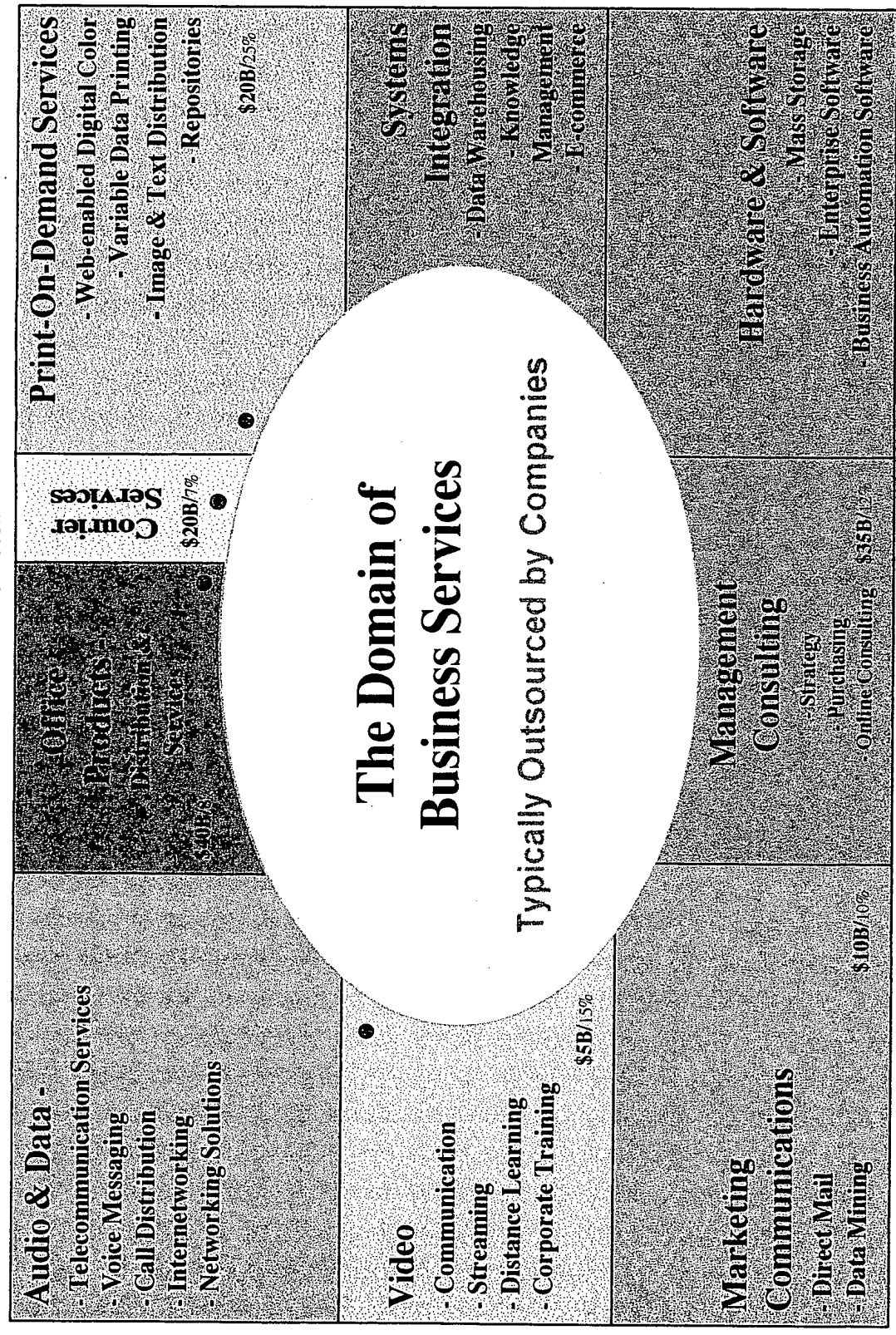
## Processes for Supporting Business Methodology

Goals	Objectives	Guiding Principles
<ul style="list-style-type: none"> <li>• Best Service &amp; Product Cost</li> </ul>	<ul style="list-style-type: none"> <li>— Targeted Engagement</li> <li>— 100% Coverage at Location</li> <li>— Low Cost Distribution</li> <li>— Optimized Mix.</li> </ul>	<ul style="list-style-type: none"> <li>— Best cost from innovative service providers that deliver the best set of benefits to customers</li> <li>— Service quality &amp; speed of delivery</li> </ul>
<ul style="list-style-type: none"> <li>• Best Customer Value for Portfolio</li> </ul>	<ul style="list-style-type: none"> <li>— Improved Customer Economics</li> <li>— Horizontal Linkages</li> <li>— Customization/Personalization</li> <li>— Enhanced Customer Interfaces</li> </ul>	<ul style="list-style-type: none"> <li>— Optimized portfolio of services for customized productivity delivery</li> <li>— Dedicated and committed employees</li> <li>— Added value to customers</li> </ul>
<ul style="list-style-type: none"> <li>• Best Total System Performance</li> </ul>	<ul style="list-style-type: none"> <li>— Bundles via Alliances</li> <li>— Harmonized Complex Interfaces</li> <li>— Improved &amp; Integrated</li> <li>— Enabling Rapid Evolution</li> </ul>	<ul style="list-style-type: none"> <li>— Unique system architecture with online analytics and seamless integration with service providers</li> <li>— Simple interfaces, fast and effortless</li> </ul>

Figure 2

# Knowledge Services Domain

## E-Services Portal



- Market Size/Growth Rate

Source: Dataquest/Gartner Group/Forrester/McKinsey

**Total Market Size (excl. IT & Telco) : \$130B**

**Figure 3**

# Market Sizing

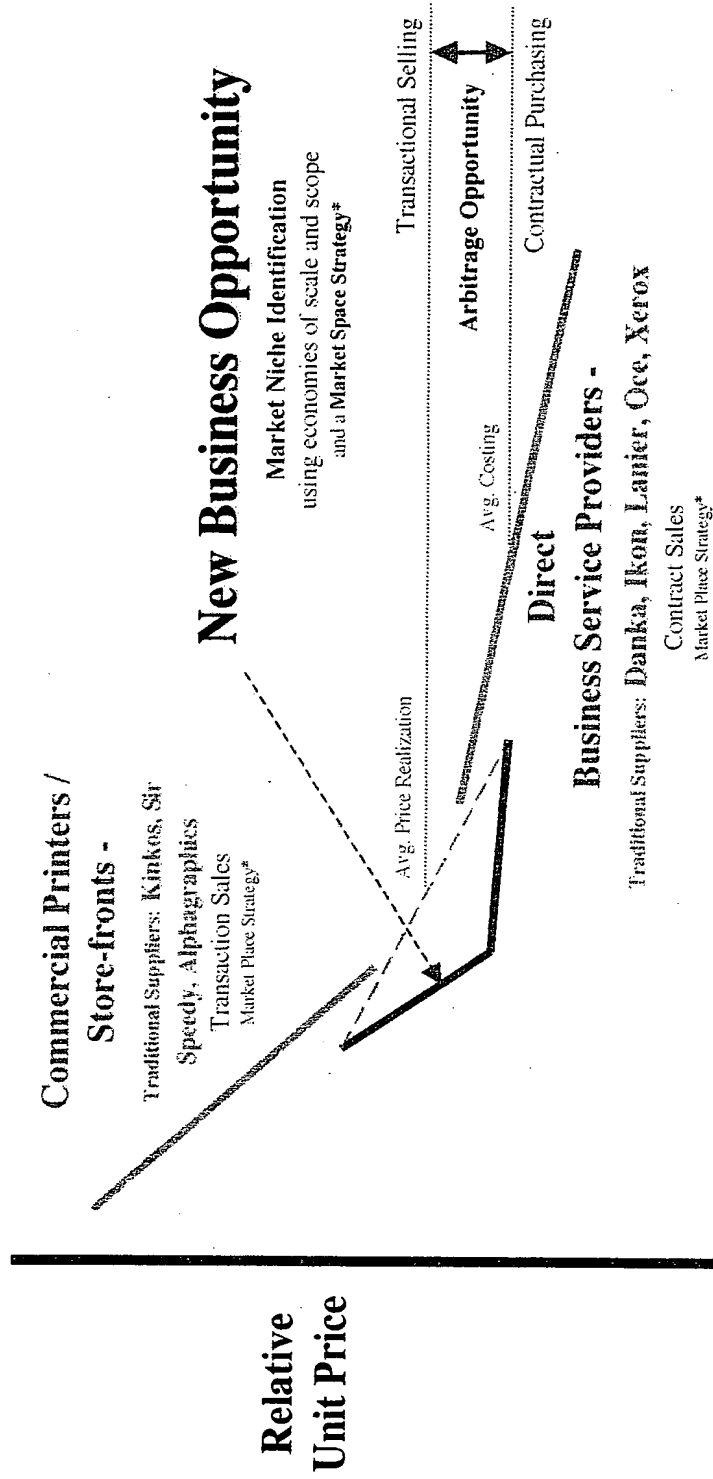
<b>Market Sizing</b>		
<i>Knowledge Services = Document Print on Demand, Office Supplies, Courier Services, Video Conferencing, Management Consulting, Marketing Communication</i>		
Total US Commercial Office Building Floor Space (M sq. ft. in 0.7M buildings)	Source=BOMA	10500
Number of Buildings Targeted for Market	Large Office Buildings belonging to REITs	2000
Avg. Floor Space of Target Building (sq. ft.)		400000
Total Office Building Floor Space Targeted (M sq. ft.)		800
Percentage of All Office Building Floor Space Targeted		7.6%
Avg. Floor Space Occupied per Office Building Occupant (sq. ft.)	Source=BOMA	275
Percentage of Knowledge Workers in Office Building Population		80%
Number of Knowledge Workers in Target Market (M)		2.3
Total US Knowledge Worker Population out of 90M in non-agriculture (M)	Source=Bureau of Labor	72
Percentage of Knowledge Worker Population Targeted		3.2%
Market Size for Select Knowledge Services (\$M)	Source=Dataquest, Gartner Group, Forrester, McKinsey	130000
Potential Consumption of Related Knowledge Services of Target Market (For Select Knowledge Services Proportionate to Targeted Population - \$M)		4202
Market Sizing @ 30% of Total Consumption Potential being Outsourced (\$M)	Source=Outsourcing Institute	1261

## Mix of Services for Offering via Portal

- " Based on Overall Usage Trends - evolutionary with changing usage patterns
- " Based on Operationally Efficient Service Providers - dependent upon best in class
- " Based on Strategic Partnering with Customers & Suppliers
- " Based on Relationships built on in-depth Business Knowledge & Expertise
- " Based on Productivity Delivery, Mutual Growth & Success - true business partnership

# Market Niche Identification Methodology

## Web-enabled Digital Print on Demand

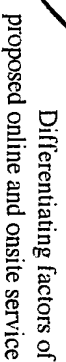


### Note:

\* Market Place Strategy implies the need for a physical location, a physical exchange of material and a physical/face-to-face contact as the primary means of engaging in a service exchange, whereas a Market Space strategy separates the content, from the context and/or the infrastructure and allows the service exchange to be conducted without physical contact, or in other words the service order-taking and delivery/fulfillment can be done online.

**Figure 5**

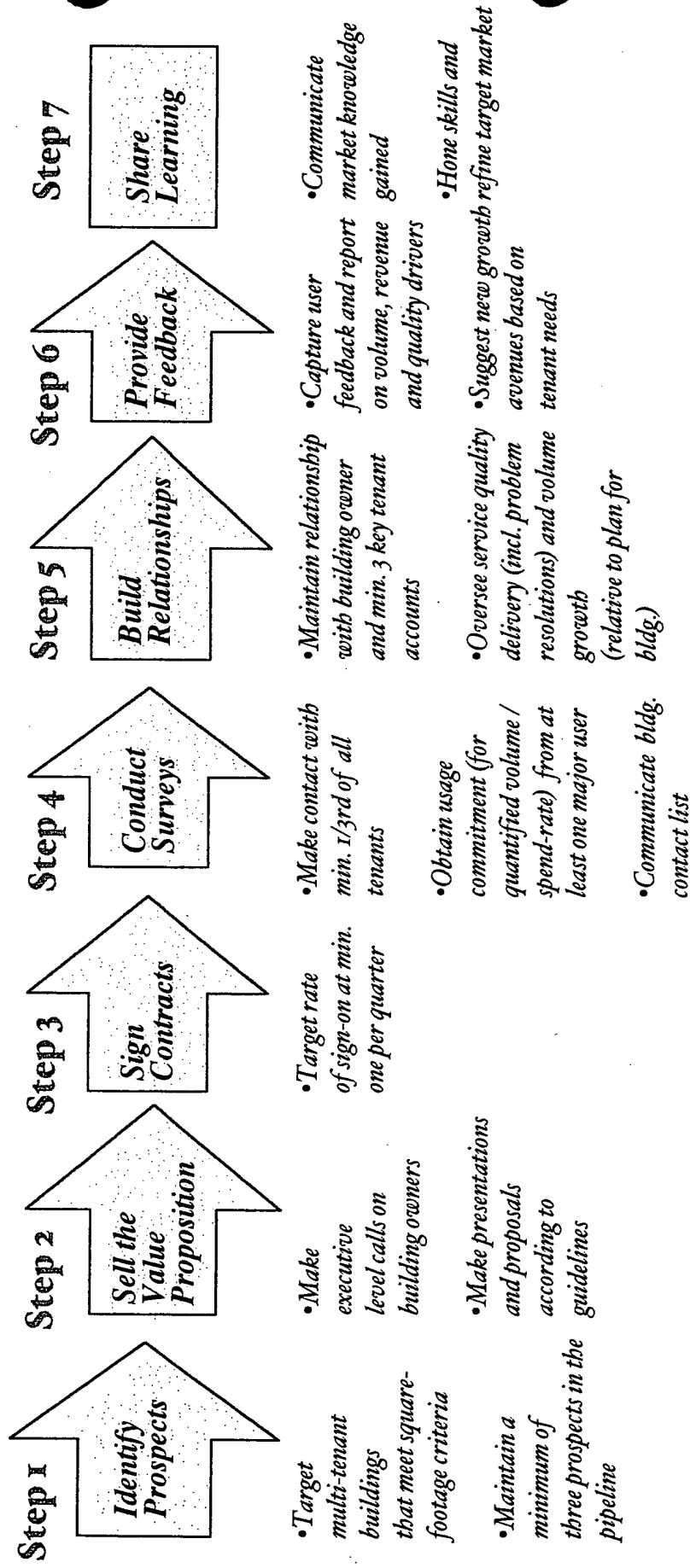
## Value Curve



1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349</
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	--------

# Customer Engagement Process

## 7 STEP PROCESS



GEOGRAPHIC Exclusivity    Business OWNER to Building Owner    SIMPLE Entry Mechanism    ELECTRONIC Email/Personal    Monthly Contacts    WEB ENABLED Calls    BUILD UP Reporting    SPEED

Figure 7



# Process of Data Flow

## Operational Detail

- (demonstration of concept of 'web job submission' - example used here is for digital print-on-demand services fulfillment)

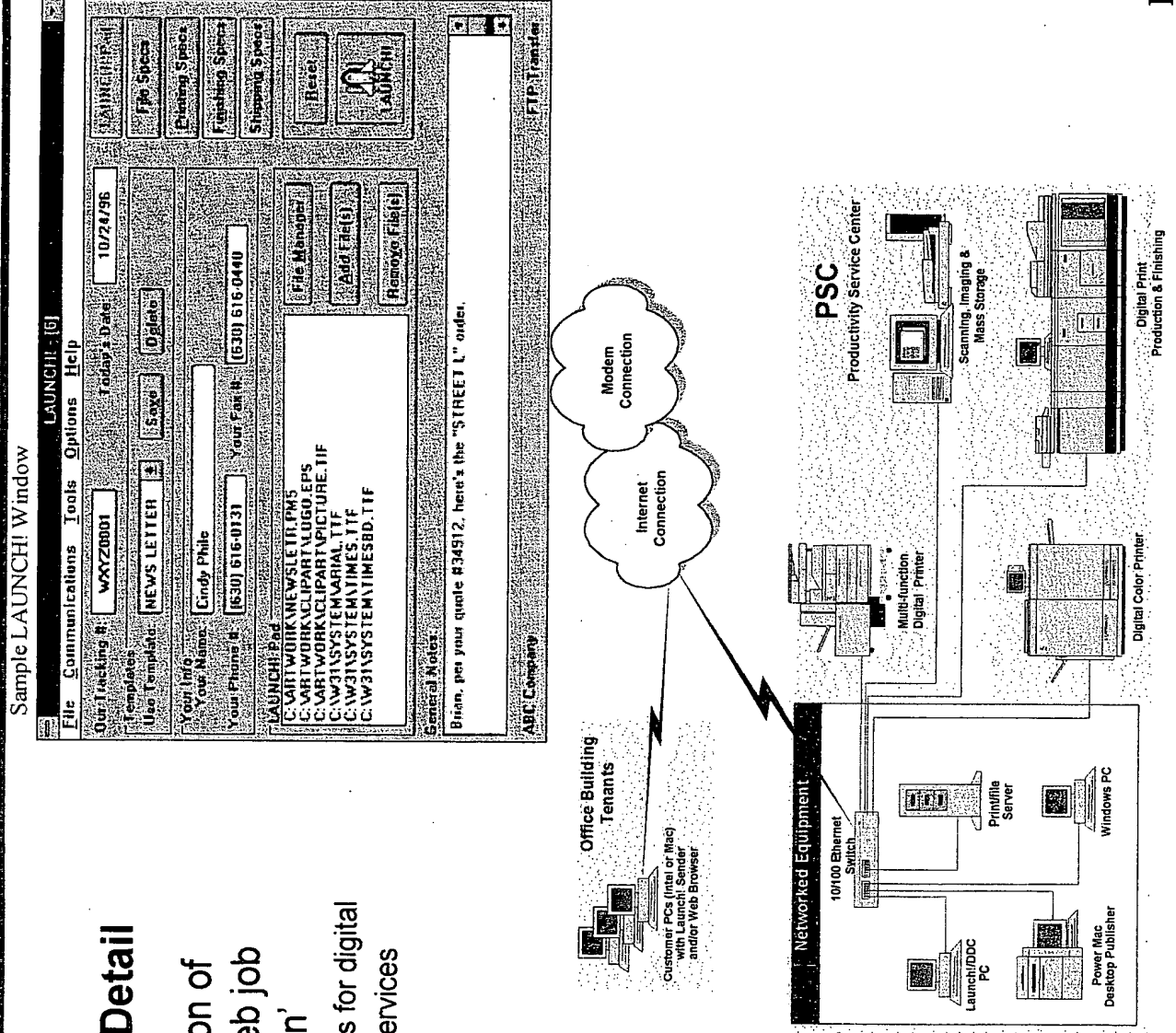


Figure 8



# Web Connectivity Design Criteria [1 of 2]

---

- n Multi-location, multi-service, online & onsite business service outsourcing - driven by fulfillment speed / responsiveness / job-status-updates / cost-management-approach
- n Web-based, flexible, based on scaleable technologies (application server and relational back-end database - that allows for data mining)
  - **Customization & Personalization - “On-line Analytics / Portfolio-management Style / Advice & Feedback”**
- n To support the order, billing, fulfillment, and reporting processes
- Objectives
  - Order entry and automated status feedback
  - Tracking and trending including on-line reporting
  - On-line billing (consolidated or customer-division-wise) and on-line payment
  - Capturing of preferences for new services / customer feedback / levels of service desired / customer satisfaction
  - Tracking of direct billing of services / flow-through items
- Routing of orders to appropriate location / routing to suppliers (limited)
- Internal costing for management/control by location, service stream, customer, user
- Links to e-commerce sites with integration for order processing, tracking, trending, reporting and payment

**Figure 9**

